

CONTRACT

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract / Revision 580553 /		Alt Order # 07909895
Product Special Ops OPSEC Ed		
Contract Dates 10/04/12 - 10/10/12		Estimate # 4/128/1085
Advertiser Greener & Hook		Original Date / Revision 10/02/12 / 10/02/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Jamie Andrus	Sales Office Washington, D.C.
Special Handling		
Demographic Adults 35+		
IDB# 8433	Advertiser Code 4	Product Code 128
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	3	10/04/12	10/05/12	Newschannel 3 News	6-630pm		:30			NM	2	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				2	\$1,850.00			
N 2	3	10/08/12	10/09/12	Newschannel 3 News	6-630pm		:30			NM	2	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$1,850.00			
N 3	3	10/04/12	10/05/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	2	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				2	\$1,010.00			
N 4	3	10/08/12	10/10/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	3	\$3,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				3	\$1,010.00			
N 5	3	10/04/12	10/05/12	Newschannel 3 News	12n-1230pm		:30			NM	2	\$2,690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				2	\$1,345.00			
N 6	3	10/08/12	10/10/12	Newschannel 3 News	12n-1230pm		:30			NM	3	\$4,035.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				3	\$1,345.00			
N 7	3	10/06/12	10/06/12	Saturday Prime	9-10pm		:30			NM	1	\$1,445.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$1,445.00			
N 8	3	10/06/12	10/06/12	730-8pm	730-8pm		:30			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$340.00			
N 9	3	10/06/12	10/06/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$250.00			
N 10	3	10/06/12	10/06/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$250.00			
N 11	3	10/07/12	10/07/12	1135pm-1205am	1135pm-1205am		:30			NM	1	\$515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$515.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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580553 /	07909895

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/04/12 - 10/10/12	Special Ops OPSEC Ed	4/128/1085

<u>Advertiser</u>	<u>Original Date / Revision</u>
Greener & Hook	10/02/12 / 10/02/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12 3		10/06/12	10/06/12	730-8pm	730-8pm		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$350.00			
Totals											20	\$22,325.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/10/12	20	\$22,325.00	\$18,976.25
Totals	20	\$22,325.00	\$18,976.25

Signature: _____ **Date:** _____

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